

HASTINGS XXTRA

MARCH, 1942

**Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them**

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PACK 17, BOOK 1

Defense Saving Bonds and Stamps Buy Big Bombers

Before Pearl Harbor four-engine bombers were just a phrase to most of us. We probably never saw one. But *after* Pearl Harbor, and the gallant defense of our Western outposts, the big bomber "came alive". Today, everyone pays these giants of the skyways the attention they deserve.

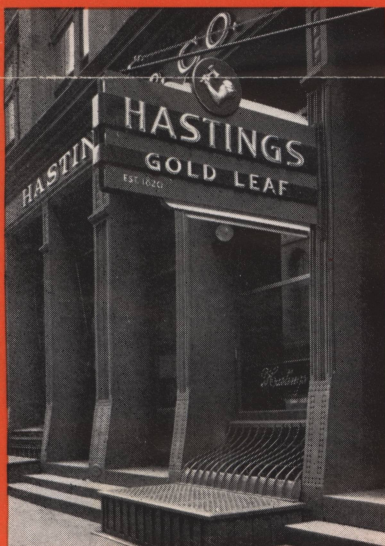
We need more of these big bombers and we're going to get them. They take lots of material and they cost a lot of money—but how can money be better spent than to save our peace and security?

We, at home, must back up America's fighting men with fighting dollars. Every time we buy an \$18.75 Defense Bond or a 10-cent Defense Stamp, we lend our Government the money to buy another vital part for a new four-engine bomber. Let's "Keep 'Em Flying!"

Hastings Gold Leaf Used to Decorate Shield on U. S. Gold Depository



No "Shoemaker's Son" Policy for HASTINGS!



You know the old story about the shoemaker's son, who went about in ragged boots because his father was too busy to look after his own family's needs!

Some businesses may still function on that basis, but not Hastings! As evidence, here's the brand-new Hastings stickout sign over the doorway at 819 Filbert Street, Philadelphia. Hastings is never too busy to neglect the important job of keeping their own premises a constant, shining advertisement for Gold Leaf.

The raised wood letters in the sign were made by Spanjer Bros. and gilded by Sol Kessler with Hastings XX Gold Leaf on Oil Size. Model Signs did the construction and spray work.

Uncle Sam didn't put all the gold below ground at Fort Knox . . . and here's proof of it! We are indeed proud that Hastings Gold Leaf was used to gild the impressive shield over the doorway at the entrance of our famous Kentucky gold vault.

We are indebted for this information to Mr. J. P. Fox of St. Cloud, Minnesota, who did this job. Mr. Fox writes that the shield itself is of black granite, cut by the North Star Granite Company of that city.

Mr. Fox also qualifies as a member of our mythical "30-Year Club", having used Hastings Gold Leaf since 1910.

Get Your "Idea File"

If you haven't already a copy of the Idea File, write us for one. 12 pages of photographs showing business-getting ways to use gold leaf . . . Free!

A MAGAZINE OF VALUABLE IDEAS FOR GOLD LEAF USERS

This is the 58th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR. Editor
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Hastings & Company

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and

47 W. 16th Street, New York, N. Y.
(W. H. Kemp Division)

*Hastings & Co. was founded in 1820 by
Dr. John Hastings and has continued for
122 years in the control of the Hastings
family.*

JOHN V. HASTINGS, JR.

G. BRINTON THOMAS, JR.

HENRY B. ROBB, JR.

Partners

PACK 17

MARCH, 1942

BOOK 1

ANOTHER WAR!

There's one thing, it seems to me, that is typical of every American . . . he doesn't want war, he doesn't seek war . . . BUT HE ISN'T AFRAID OF WAR! We've learned to grit our teeth, sink in our heels . . . and WIN! And after every war, we've come out a better nation than we went in!

This is the fifth war that Hastings & Co. has experienced since its founding one hundred and twenty-two years ago. Five wars in the life span of one business!—

The Mexican War
The Civil War
The Spanish-American War
The First World War
The Second World War

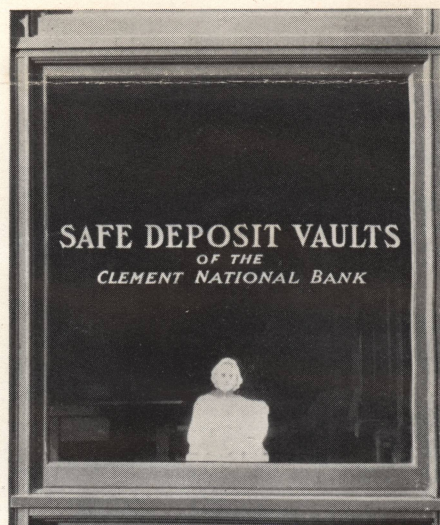
You . . . and we . . . are experiencing the fifth war right now. But Hastings & Co. is a veteran! We know the restrictions that war must impose on business . . . and we know that business . . . yours and ours . . . will survive! We know that when we've won this war and finished the job, our businesses will be richer in experience and stamina . . . richer not in money perhaps . . . but in the more valuable stuff that makes America . . . and Americans! Priorities and restrictions, shortages and substitutes, have been a part of every war. We survive them, and come out stronger, better, more self-reliant because of them!

John V. Hastings Jr.

Gold Leaf Proves A "Natural" For Banks! Two Examples-New and Old



Modern Treatment in Gold and White



Thirty Years Old . . . and Still Flawless

Hastings Palladium Leaf Recommended for Glass

Palladium Leaf is made from an unalloyed precious metal of the Platinum Group. A white metal, unlike silver, it will not tarnish on mat center or burnish work on glass . . . one reason why it is so highly recommended for all glass work.

In application, use the same principles that apply to Gold Leaf, except that a slightly weaker water size is necessary for best results on glass. On all interior or exterior surface work, protect with varnish or other clear coater.

Palladium Leaf is packed in the same size book as Gold Leaf, with the same coverage. Write for free samples today.

HERE are two illustrations of Gold Leaf applications on banks.

The photograph at top left hardly does justice to the pleasing contrast of gleaming gold letters in relief against the white stucco wall . . . an interesting effect achieved by C. H. Perkins of Omak, Wash.

Mr. Perkins gilded the edges of the letters (made to his design of seasoned Ponderosa Pine) before mounting them, using Hastings Gold Leaf. He fastened the letters with screws countersunk $\frac{3}{4}$ of an inch, plugged the holes with lead putty, then gilded the face. Copper tubing in $1\frac{1}{2}$ -inch lengths was used to hold the letters out from the wall.

Congratulations to Mr. Perkins on a fine, modern gold leaf treatment.

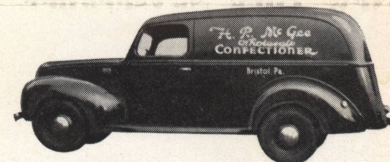
. . .

CONGRATULATIONS, too, to Burt Powell on the other side of the continent, in Rutland, Vt.

Mr. Powell sent this fine shot of a window lettered with Hastings Leaf over 30 years ago. Varnished once in that time, the letters are still in perfect condition.

You can't beat craftsmanship like Mr. Powell's . . . any more than you can beat the lasting qualities of Hastings Gold Leaf!

More Truck Business Coming



Now that there aren't any more new trucks, sign men will get more refinishing jobs than ever before! Slaters Signs, of Bristol, Pa., has already made a good start at this profitable business. Here are two recent examples of their fine work.

Gilded Letters for Clothier & Restaurant



This distinctive modern store front in Philadelphia's downtown shopping section shows to superb advantage the impressive dignity that Hastings Gold Leaf contributes in any application. We consider this work of Frederic Weinberg an outstanding example of fine leaf lettering.



Etched lettering, column decorations and the eagle guarding the doorway . . . all executed with Hastings Gold Leaf . . . give one of Philadelphia's smartest restaurants *extra* eye appeal! This job was gilded by Samuel Kooperman, of Philadelphia.



22-FT. Gold Leaf Sign on New York Skyscraper

This mammoth new gold leaf sign made for International Business Machines in New York City is twenty-two feet in diameter and the largest letters are nine feet high.

One interesting feature of the job is the *appearance* of raised wood or metal letters, although all the letters are actually laid flat against a brick wall.

On the round part of the sign where the Company name appears, two coats of white lead and oil were applied. Hastings 23 K Gold Leaf was laid over a coat of Heins' Oil Size. The background is blue. The gold leaf lettering below the large sign is outlined in black.

Only the best is good enough For New York State Police

. . . that's why, of course, the State Police cars up around Montgomery, New York, carry their official identification in Hastings Gold Leaf.

We are indebted to Mr. Orie W. Huddleston for the snapshot of his fine lettering job on the Police Car shown below . . . and also for a boost for the XX-TRA.

"You certainly pack a lot of good ideas and interesting stuff in that little paper," writes Mr. Huddleston.

Many thanks for the compliment . . . and for the suggestion of Police Car Leaf work which sign men in other parts of the country may find a profitable source of new business.



This photograph of Hastings Gold Leaf lettering on a New York State Police Car in the Motor Vehicle Inspection Bureau comes to us from Mr. Orie W. Huddleston. Read his story, above.

Remember . . . There's No Priority on Gold Leaf!

With each passing month, more and more materials heretofore used in making signs are being placed on priority lists.

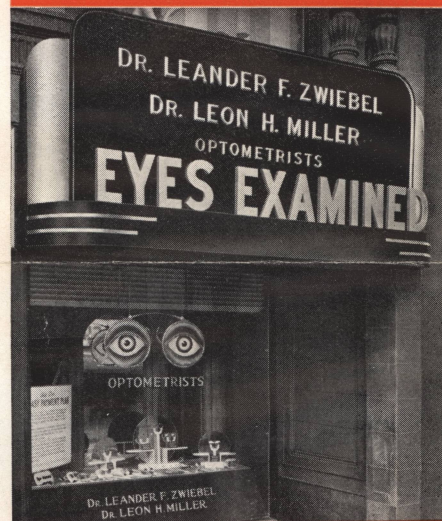
However, there are no priorities on Gold Leaf and raised wood letters. These materials continue to be available in necessary quantity for sign work.

Glass signs, window signs, exterior and interior signs, truck signs and every other kind of commercial sign you can think of can be produced, right now, with the aid of materials immediately at hand.

Stocks of Hastings Gold Leaf are unlimited and you can still get prompt delivery. Your own ingenuity, plus suggestions from the Hastings "Idea File," will produce many new applications of gold leaf that will more than satisfy your customers.

Play safe—recommend Gold Leaf at every opportunity.

Gold Leaf Signs Appeal To Professional Men



Professional men appreciate the dignified appearance of gold leaf and often insist upon its use. Here is an outstanding example, the work of Wm. J. Kilgore, in Pottsville, Pa. "Optometrists" are 6" raised wood letters, finished two-thirds round. "Eyes Examined" are 16" raised wood letters, 1½" thick. All letters are finished with Hastings 23K gold leaf, with edges painted red.

From the Mail Bag

PURCHASED gold leaf from you when freight cars ran along Market Street," writes William M. Thompson of Philadelphia. It's a safe bet that was a long, long time ago . . . we certainly haven't seen any freight cars on Market Street very recently. (Probably cause more excitement than an air raid, if they did show up!)



In any event, Mr. Thompson certainly has every right to belong to our mythical "50-Year Club."

Mr. Charles R. Currier of Chillicothe, Ohio, writes that he guesses we will think him "dumb" for using Hastings Gold Leaf, and *only* Hastings, ever since he's been in business . . . a mere matter of 54 years!

On the contrary, we think Mr. Currier is an extremely smart man and we welcome him heartily to the ranks of our 50-year club.

Frank Deerwester, manager of the Glenwood Decorating Company of Glenwood, Iowa, not only has always used Hastings Gold Leaf but he also reports that signs he gilded 50 years ago are still doing their job in his community.

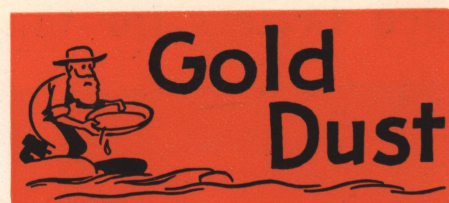
At 74, Mr. Deerwester is still actively engaged in all kinds of sign work. We wish him many more birthdays and offer our sincere appreciation for his loyalty to Hastings Gold Leaf.

Another new member is Signman D. C. Howard of Philadelphia, who has also used Hastings Gold Leaf since 1888 . . . 54 years. We're glad to put Mr. Howard on the "50-Year Club" roll.

Some one of these days we may have to found a "Father to Son Club"! Sam Canner of Lewiston, Idaho, writes that he is faithfully following the precedent established by his father in 1893 . . . using Hastings exclusively for his Gold Leaf work.

We're delighted to have this additional proof that use of Hastings Leaf is a tradition among sign men all over the country.

We trust that the "Idea File" lived up to its name for Mr. Force and we welcome him to our "30-Year Club."



"Look at the terrifying insignia on the side of that bombing plane."

"Shhh. Not so loud. That's the squadron commander looking out the window!"



First Lawyer: "You're a cheat!"

Second Lawyer: "You're a liar!"

Judge: "Now that these attorneys have identified each other, we shall proceed with the case."



Gold-Beater Gus: "Going to have dinner anywhere tonight?"

Gold-Cutter Bess: "No, not that I know of."

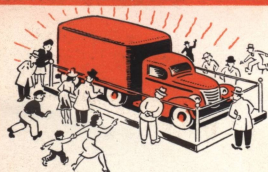
Gold-Beater Gus: "Say, you'll be awfully hungry by morning."



The three Chinese sisters who aren't married:

Tu-Yung-Tu
Tu-Dumb-Tu
No-Yen-Tu

Postal Cards That Will Bring You Plenty Of New Business . . . For 1½¢ Each



~~NO~~
There's Plenty More Where This Came From!

. . . and get used to it . . . war is war and we've got to win! No more new trucks for the duration—but no "priority" says you can't make your old one build more sales for you! We can do it—by replacing faded, dingy lettering on your truck with new, bright genuine gold leaf lettering! We'll make you glad you can't get a new truck—when you see how glisteningly beautiful we can make your old one . . . and how much money we've saved for you!

How about it? When do we start?

We Recommend Hastings Gold Leaf



HOW TO MAKE *More* PEOPLE COME INTO YOUR STORE!

That smart, modern up-to-date look brings in the customers! We can make your place of business more inviting with signs—modern signs! Expensive? No! Perhaps it only means re-newing your old signs . . . giving them a new, modern appearance that will surprise you! Or perhaps a new sign is needed. May we talk it over with you? We'll make our recommendations and give you an estimate without obligation to you!

We Recommend Hastings Gold Leaf

One of the most economical ways to advertise is by Government postal card. These two brand-new cards have been designed especially to pull in orders for you.

The cards cost us 5c each to produce but you pay only 1½¢ each, in-

cluding postage. We will imprint your name, address and telephone number, free of charge. We recommend that you order enough to cover your customer and prospect list and mail the postals at 10-day intervals.

Write your order on your letter-

head, enclose check for quantity ordered, on the basis of 1½¢ each which includes postage. Print the copy for your imprint **CLEARLY** and **LEGIBLY** and mail to Hastings & Co., 819 Filbert St., Philadelphia, Pa. Send in your order **TODAY!**